Contract Agreement Between: Print Date 11/12/12

CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

Contract / Revision	Alt Order #
340392 /	

Product	

Contract Dates	Estimate #
10/09/12 - 10/15/12	

Advertiser	Original Date / Revision
MENENDEZ FOR SENATE	10/04/12 / 10/04/12

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WCAU	Aaron Zeligson	Philadelphia NS

Special Handling

Demographic
RA35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
42907	16339

*	Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N	1	WCAU LUR	10/09/12	10/12/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	-TWTF--	:30	4	$225.00	NM	4	$900.00
N	2	WCAU LUR	10/09/12	10/12/12	6A-7A M-F	6A-7A M-F	-TWTF--	:30	4	$600.00	NM	4	$2,400.00
N	3	WCAU CDR	10/09/12	10/12/12	7A-9A TODAY SHOW	7A-9A M-F	-TWTF--	:30	4	$950.00	NM	4	$3,800.00
N	4	WCAU CDR	10/13/12	10/13/12	7A-9A SATURDAY	7A-9A SA	-----S-	:30	1	$650.00	NM	1	$650.00
N	5	WCAU LUR	10/13/12	10/13/12	6A-7A SATURDAY	6A-7A SA	-----S-	:30	1	$200.00	NM	1	$200.00
N	6	WCAU LUR	10/14/12	10/14/12	6A-8A SUNDAY	6A-8A SU	------S	:30	1	$175.00	NM	1	$175.00
N	7	WCAU LUR	10/13/12	10/13/12	9A-10A SATURDAY	9A-10A SA	-----S-	:30	1	$500.00	NM	1	$500.00
N	8	WCAU LUR	10/14/12	10/14/12	8-10A SUNDAY	758A-956A SUND/	------S	:30	1	$400.00	NM	1	$400.00
N	9	WCAU LUR	10/09/12	10/12/12	4P-5P NBC10 NEWS	4-5P M-F	-TWTF--	:30	4	$400.00	NM	4	$1,600.00
N	10	WCAU LUR	10/09/12	10/12/12	5-6P NBC10 NEWS @ 5 M-I	5-6P M-F	-TWTF--	:30	4	$500.00	NM	4	$2,000.00
N	11	WCAU CDR	10/09/12	10/12/12	6P-630P NBC10 NEWS	6P-630P M-F	-TWTF--	:30	4	$800.00	NM	4	$3,200.00
N	12	WCAU CDR	10/13/12	10/13/12	6P-630P NEWS SAT	6P-630P	-----S-	:30	1	$750.00	NM	1	$750.00

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Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WCAU*	*10/13/12-10/13/12*		*6P-630P NEWS SAT*	*6P-630P*	*-------Sa--*	*:30*		*~~$750.00~~*	*NM*		
	See MG 12.2											
	PREEMPT-PROGRAM CHANGE											
2	WCAU	10/14/12-10/14/12		6P-630P SU NEWS AT 6P	6P-630P SU	---------Su	:30		$750.00	NM		
Ⓜ	MG for 12.1 10/13											
N 13	WCAU LUR	10/14/12	10/14/12	10A-1030A SUN CHRIS MTT	10A-1030A SU	------S	:30	1	$700.00	NM	1	$700.00
N 14	WCAU CDR	10/09/12	10/12/12	7P-730P M-F	7P-730P M-F	-TWTF--	:30	3	$950.00	NM	3	$2,850.00
N 15	WCAU CDR	10/09/12	10/12/12	11-1135P M/SU/ 11-1130 SA	11-1135P	-TWTF--	:30	3	$2,200.00	NM	3	$6,600.00
N 16	WCAU CDR	10/11/12	10/11/12	9-11P VICE PRES. DEBATE	9P-11P	---T---	:30	1	$3,000.00	NM	1	$3,000.00
N 17	WCAU LUR	10/14/12	10/14/12	1130A-12P SUN @ ISSUE	1130A-12P	------S	:30	1	$100.00	NM	1	$100.00
N 18	WCAU CDR	10/15/12	10/15/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M------	:30	1	$325.00	NM	1	$325.00
N 19	WCAU CDR	10/15/12	10/15/12	6A-7A M-F	6A-7A M-F	M------	:30	1	$850.00	NM	1	$850.00
N 20	WCAU CDR	10/15/12	10/15/12	7A-9A TODAY SHOW	7A-9A M-F	M------	:30	1	$950.00	NM	1	$950.00
N 21	WCAU CDR	10/15/12	10/15/12	4P-5P NBC10 NEWS	4-5P M-F	M------	:30	1	$600.00	NM	1	$600.00
N 22	WCAU CDR	10/15/12	10/15/12	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F	M------	:30	1	$750.00	NM	1	$750.00
N 23	WCAU CDR	10/15/12	10/15/12	6P-630P NBC10 NEWS	6P-630P M-F	M------	:30	1	$950.00	NM	1	$950.00
								Totals			45	$34,250.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/15/12	45	$34,250.00	$29,112.50
Totals	45	$34,250.00	$29,112.50

Signature: ______________________________ **Date:** ____________________

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.